

Carlsbad Business Academy *Quality Services for Business*

Session 3

October 8, 2013



Today's Agenda

- Police Department – Chief Gary Morrison
- Fire Department – Chief Kevin Crawford
- Emergency Management – David Harrison
- What's going on in the Village – Ashley Westman
- Library Services for Businesses – Heather Pizzuto



Carlsbad Police Department

Police Chief
Gary W. Morrison
October 8, 2013

Carlsbad PD: A Full Service Department

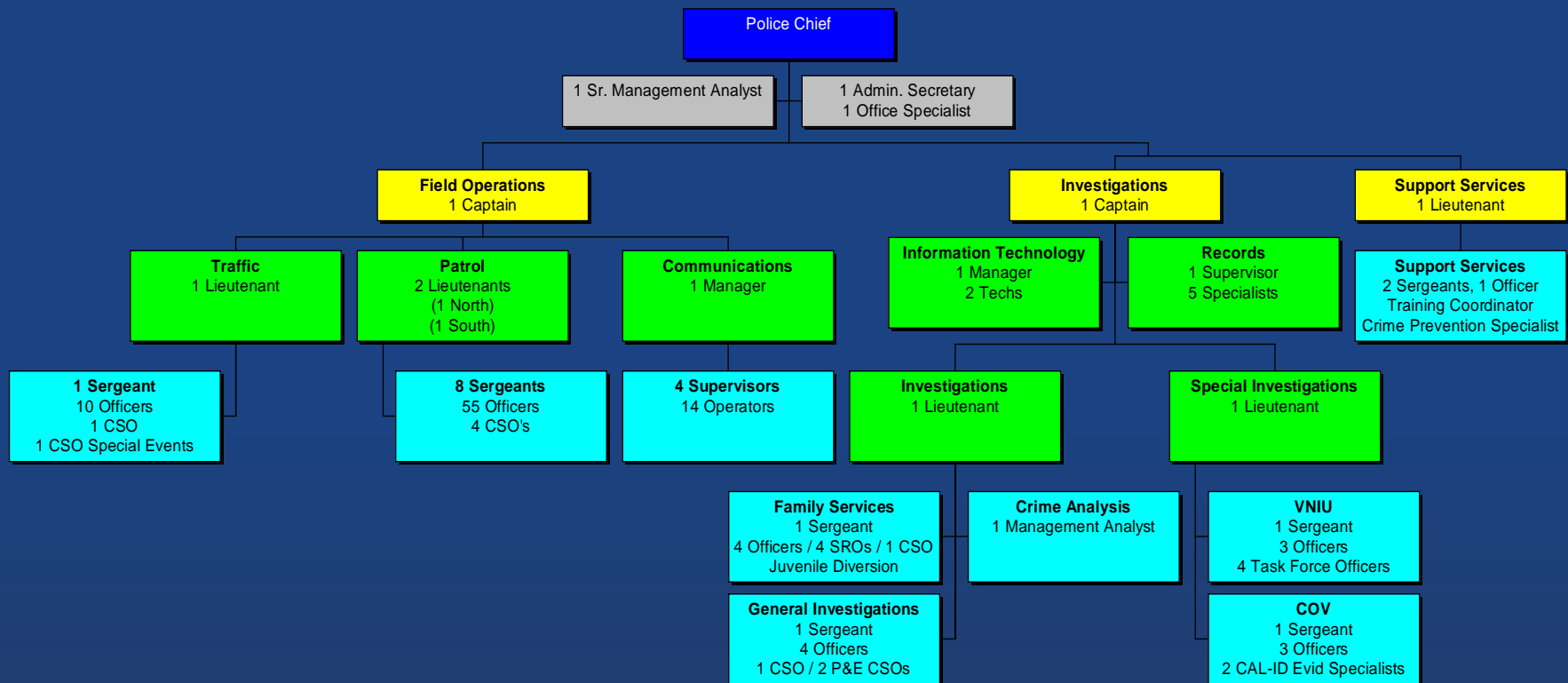
- What does that mean and why is it important?
 - Provides all law enforcement services
 - Not competing for resources with other jurisdictions
 - Carlsbad is our only priority
 - Align our services with community needs

Facts

- 114 sworn officers & 47 civilians
- About 1 officer per 1,000 residents
- Handled 90,122 calls for police service in 2012
- Average response to highest priority calls is 5.9 minutes. The national standard is 6.2
- 151 volunteers, equivalent to 10 FTE

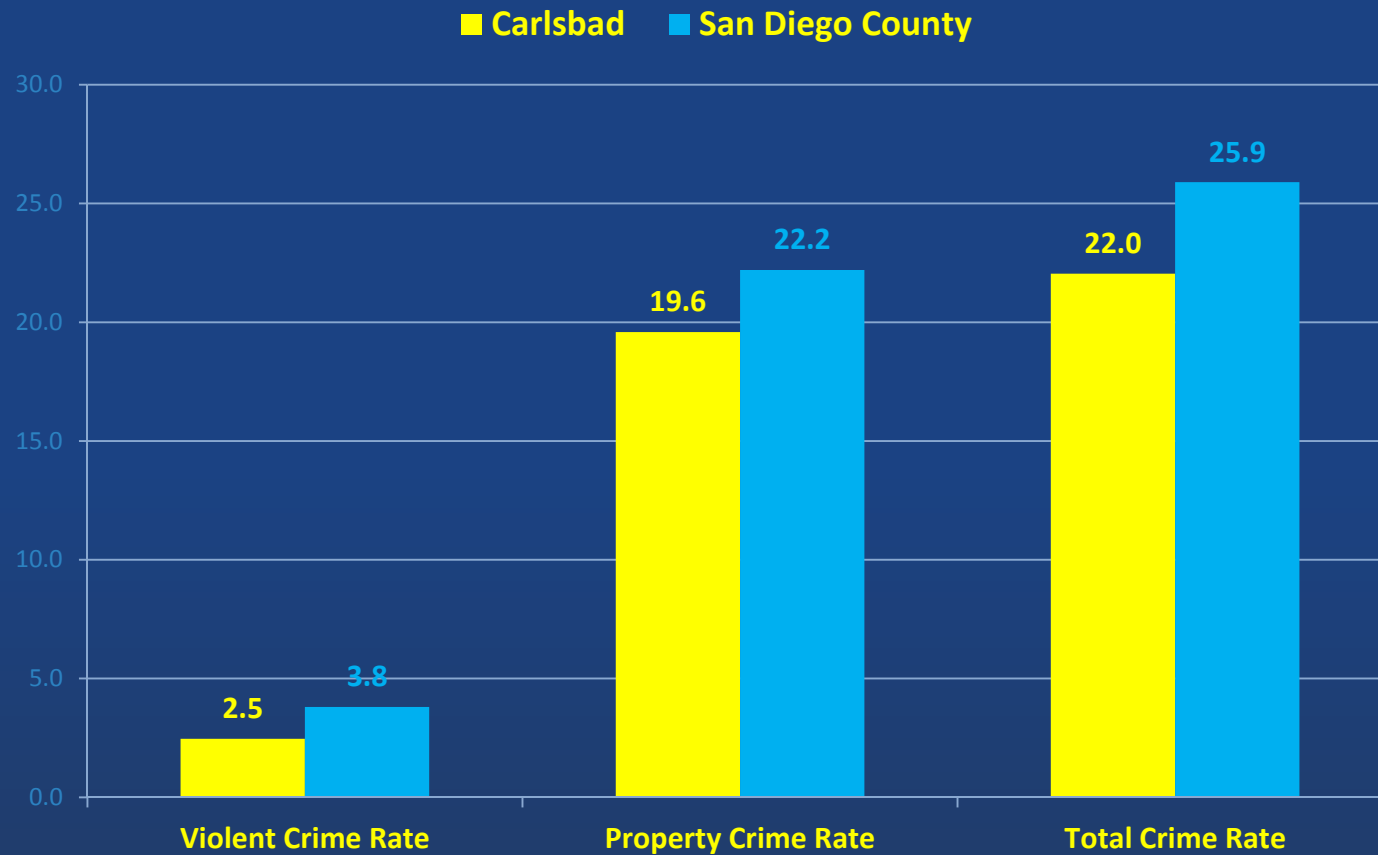
Carlsbad Police Department

161 FTE: 114 Sworn, 47 Civilian



2012 Crime Rate

(crimes per 1,000 population)



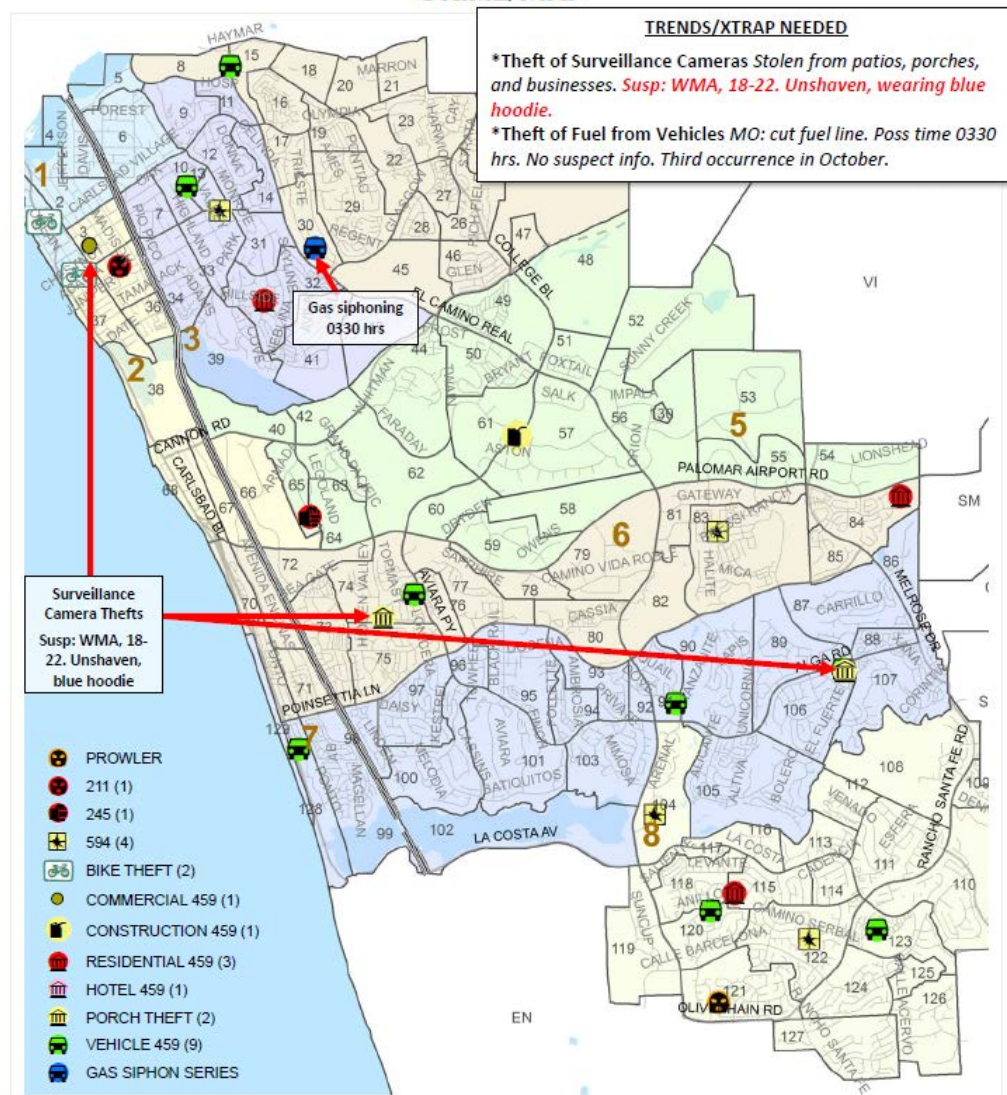
- Crime Mapping
- Working smarter, not harder
- “Cops on dots”
- DDATCS
- PredPol
- GPS Trackers
- More Technology Oriented



CARLSBAD POLICE DEPARTMENT

2560 ORION WAY, CARLSBAD CA 92010 PHONE (760) 931-2197

11/2/12
CRIME MAP



Data Driven & Community Policing

- **Prevention**

- Form partnerships with community members and local businesses
- Educate the community about crime prevention

- **Suppression**

- Use crime analysis to direct patrol to problem locations
- Patrol, detectives, & crime analysis work together to find long-term solutions to recurring problems

- **Intervention**

- Juvenile Justice Panel - early intervention for Carlsbad's youth

Cost of Service (FY12)

	Carlsbad PD	SD County Average
% Funding Allocated	24%	34%
Cost per Capita	\$259	\$277

Carlsbad PD's Future

- Alliance for Innovation White Paper: “What’s the Future for Local Government?”
 - Focus on “core” business
 - Make use of accelerating technology
 - Demonstrated value to the taxpayers
 - Shared services, where appropriate
 - Adapt to constant change

Carlsbad PD's Future

- Joel Kotkin's "The City: A Global History"
- What makes a city great?
 - **Sacred space** – a city's cultural heritage
 - **Strong commercial market** – diverse local economy
 - **Provision of basic security** – police/community partnership to maintain a safe community

Common Concerns for Business Owners

- False burglary alarms – penalties starting with 2nd false alarm response
- Burglary
- Shoplifting
- Internal (employee) theft
- Laptop theft (and the data on it)
- Robbery

Police & Business Partnership Solutions

- Prevention, Suppression & Intervention
 - “Community Policing” applies to businesses too
 - Work together to reduce crime opportunity
 - Educate - crime prevention & CPTED (Crime Prev Through Environmental Design)
 - Use crime analysis to direct patrol to problem locations
 - Patrol, detectives, & crime analysis work together to find long-term solutions to recurring problems
 - Work with other city departments

Prevention Services

- Crime prevention tips for businesses on our web site & YouTube
- Security reviews - Crime Prevention Through Environmental Design (CPTED)
- Speakers – subject matter experts
- Call us, and we will personalize our services to meet your business needs

What You Can Do Today

- Call us right away when a crime occurs
 - 9-1-1 for crimes in progress or life-threatening incidents.
 - Non-emergency number is 760-931-2197
- Be a good witness
- Control access to your facility
- Secure laptops and the data on them – establish policy about leaving laptops in vehicles
- Ask us about policy recommendations
- A quality security plan is a good investment



CARLSBAD FIRE DEPARTMENT

Your safety is our mission

History of the Fire Department



- 1970: Firefighting



- 1980: EMS



- 1990: HAZMAT



- 2000: Weapons of Mass Destruction



- 2010: ALL Risk

All Risk for All Threats



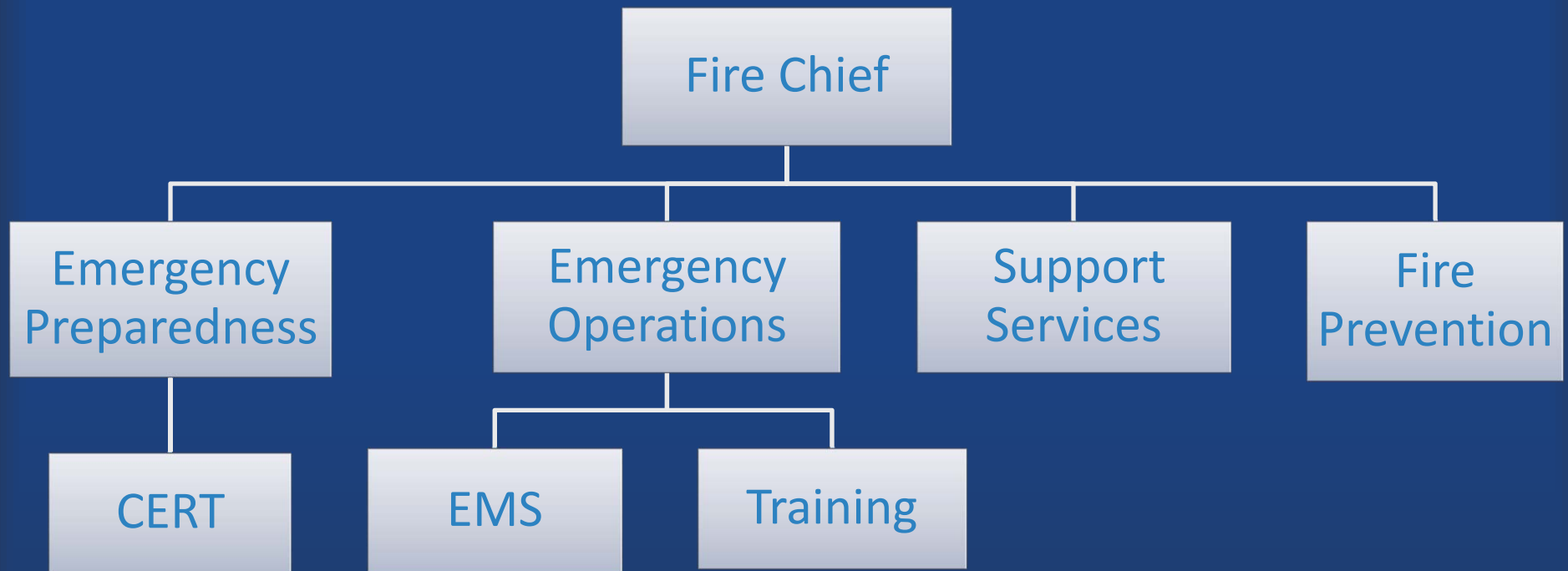
- Ocean/Beach/Lagoons
- Mountains/Cliffs
- Rural/Agricultural
- Industrial/Manufacturing
- Urban
- Suburban
- Power Plant
- Railroad
- Major Interstate
- Wildland Urban Interface
- Commercial Airport
- Retail/Dining

The Fire Department

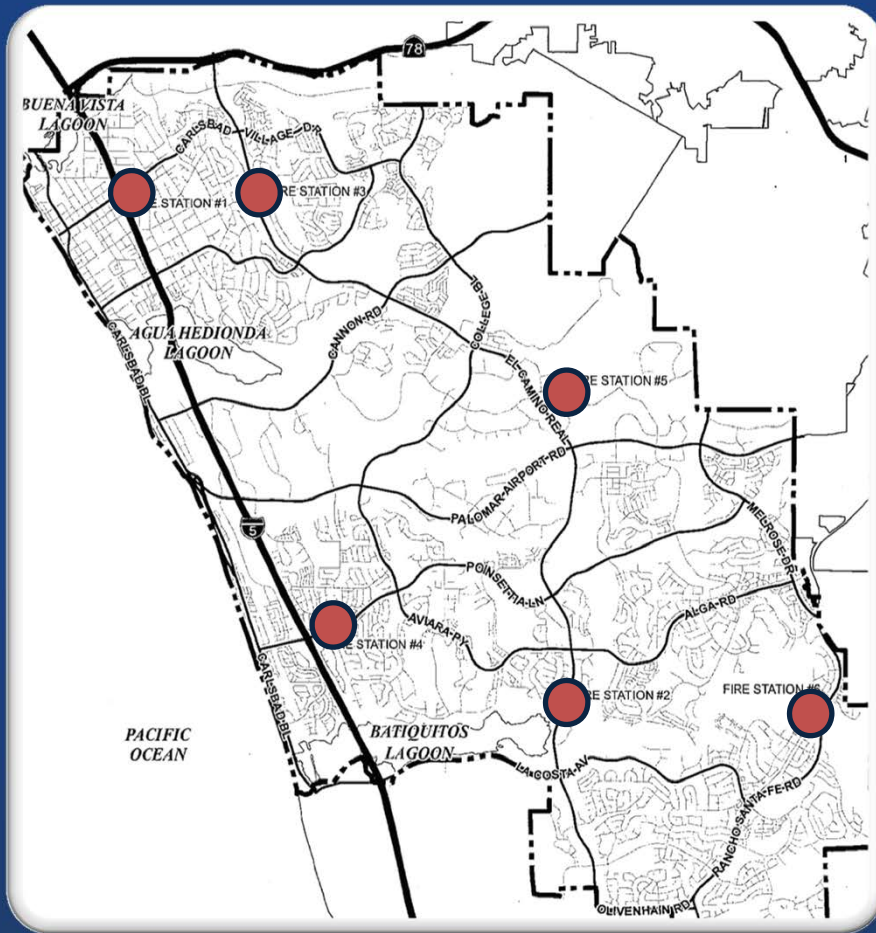


- 89 Employees
- 6 Fire Stations
 - 5 Fire Engines
 - 1 Truck
 - 2 Brush Units
 - 3 Ambulances
 - 1 Heavy Rescue
- Over 100 Volunteers:
 - CERT
 - Fire Explorers
 - Administration

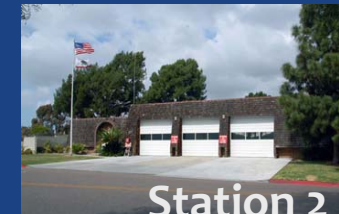
Department Organization Chart



Fire Station Locations



Station 1
1275 Carlsbad Village Dr.



Station 2
1906 Arenal Rd.



Station 3
3701 Catalina Dr.



Station 4
6885 Batiquitos Dr.

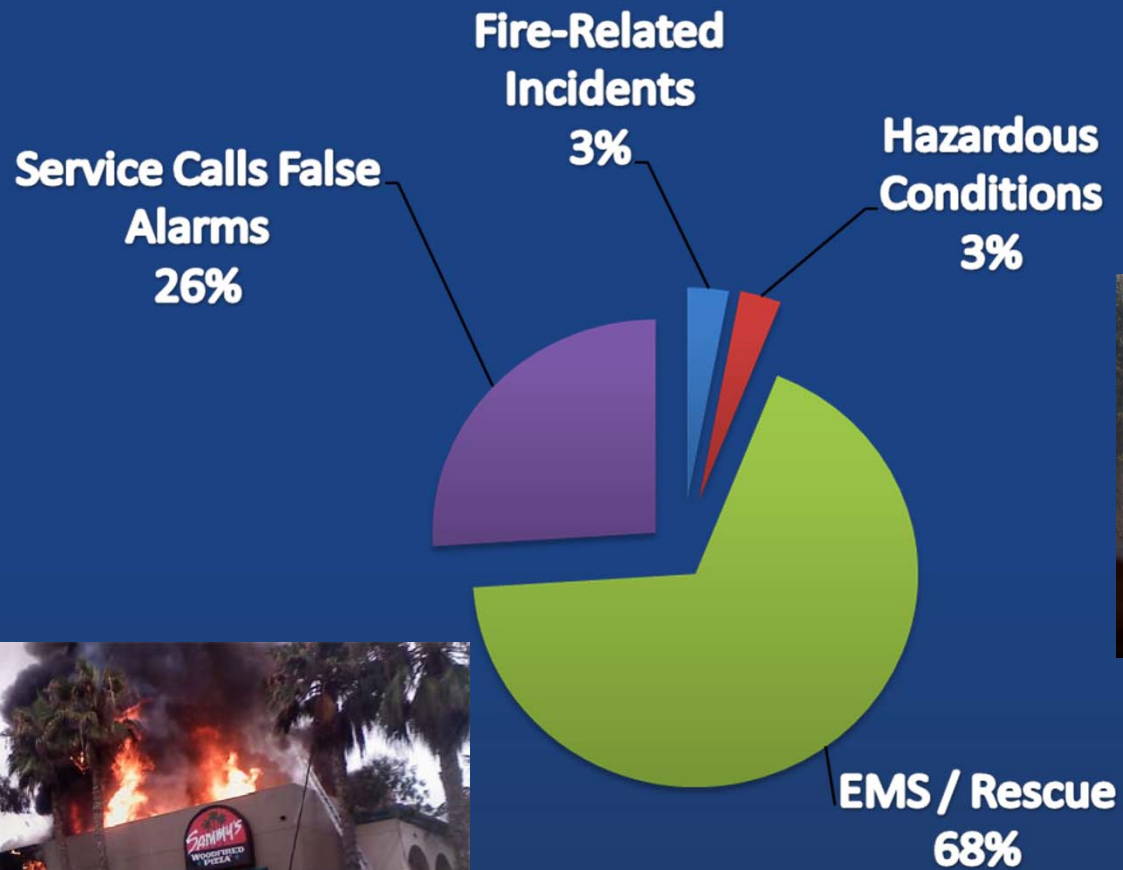


Station 5
2540 Orion Way



Station 6
7201 Rancho Santa Fe Rd.

Response Types



California Master Mutual Aid Agreement



Each party agrees to furnish resources and facilities to every party of the agreement to prevent and combat any disaster in accordance with mutual aid operational plans

Our Promise to You

- Prevention
- Preparation
- Response
- Recovery



Kevin Crawford

- kevin.crawford@carlsbadca.gov
- (760) 931-2141
- Carlsbad Safety Center
– 2560 Orion Way



Emergency Preparedness

-possible roles for private sector businesses-

David Harrison

Emergency Preparedness Manager

City of Carlsbad

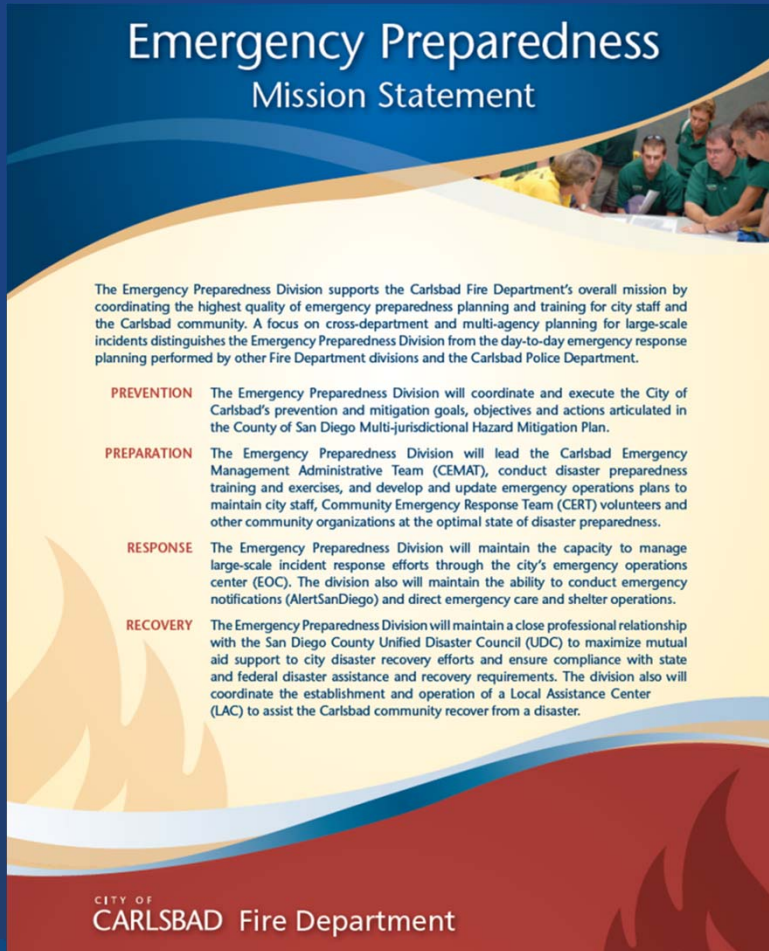


Consider....

- More than 1 in 4 businesses will experience a significant crisis in a given year.
- Of those businesses that experience a disaster and have no emergency plan, 43 % never reopen.
- Of those that do reopen, only 20% are still operating 2 years later.

• Ref: Small Business Association

Emergency Preparedness

The graphic features a blue header with the title 'Emergency Preparedness Mission Statement'. Below the header is a photograph of several people in green uniforms working together. The main body of the graphic is white with a blue wavy border on the right side. It contains four sections: PREVENTION, PREPARATION, RESPONSE, and RECOVERY, each with a brief description of the division's role. The bottom of the graphic has a red wavy border and the text 'CITY OF CARLSBAD Fire Department'.

Emergency Preparedness Mission Statement

The Emergency Preparedness Division supports the Carlsbad Fire Department's overall mission by coordinating the highest quality of emergency preparedness planning and training for city staff and the Carlsbad community. A focus on cross-department and multi-agency planning for large-scale incidents distinguishes the Emergency Preparedness Division from the day-to-day emergency response planning performed by other Fire Department divisions and the Carlsbad Police Department.

PREVENTION The Emergency Preparedness Division will coordinate and execute the City of Carlsbad's prevention and mitigation goals, objectives and actions articulated in the County of San Diego Multi-jurisdictional Hazard Mitigation Plan.

PREPARATION The Emergency Preparedness Division will lead the Carlsbad Emergency Management Administrative Team (CEMAT), conduct disaster preparedness training and exercises, and develop and update emergency operations plans to maintain city staff, Community Emergency Response Team (CERT) volunteers and other community organizations at the optimal state of disaster preparedness.

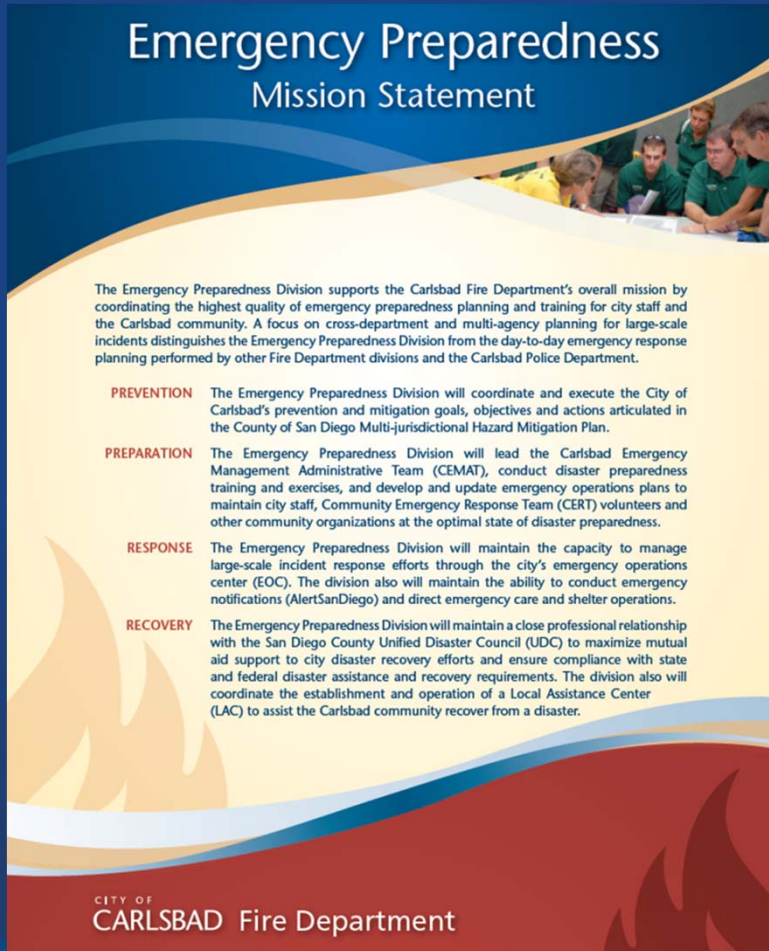
RESPONSE The Emergency Preparedness Division will maintain the capacity to manage large-scale incident response efforts through the city's emergency operations center (EOC). The division also will maintain the ability to conduct emergency notifications (AlertSanDiego) and direct emergency care and shelter operations.

RECOVERY The Emergency Preparedness Division will maintain a close professional relationship with the San Diego County Unified Disaster Council (UDC) to maximize mutual aid support to city disaster recovery efforts and ensure compliance with state and federal disaster assistance and recovery requirements. The division also will coordinate the establishment and operation of a Local Assistance Center (LAC) to assist the Carlsbad community recover from a disaster.

CITY OF
CARLSBAD Fire Department

- Large-scale incident
- Impacting public safety
- Involving multiple agencies/mutual aid

Emergency Preparedness

The graphic features a blue header with the title 'Emergency Preparedness Mission Statement'. Below the header is a photograph of several people in green uniforms, likely firefighters, gathered around a table. The main body of the graphic is white with a blue wavy border at the bottom. It contains a paragraph of text and four bullet points, each with a red header. The footer is red with white text and a stylized flame graphic.

Emergency Preparedness Mission Statement

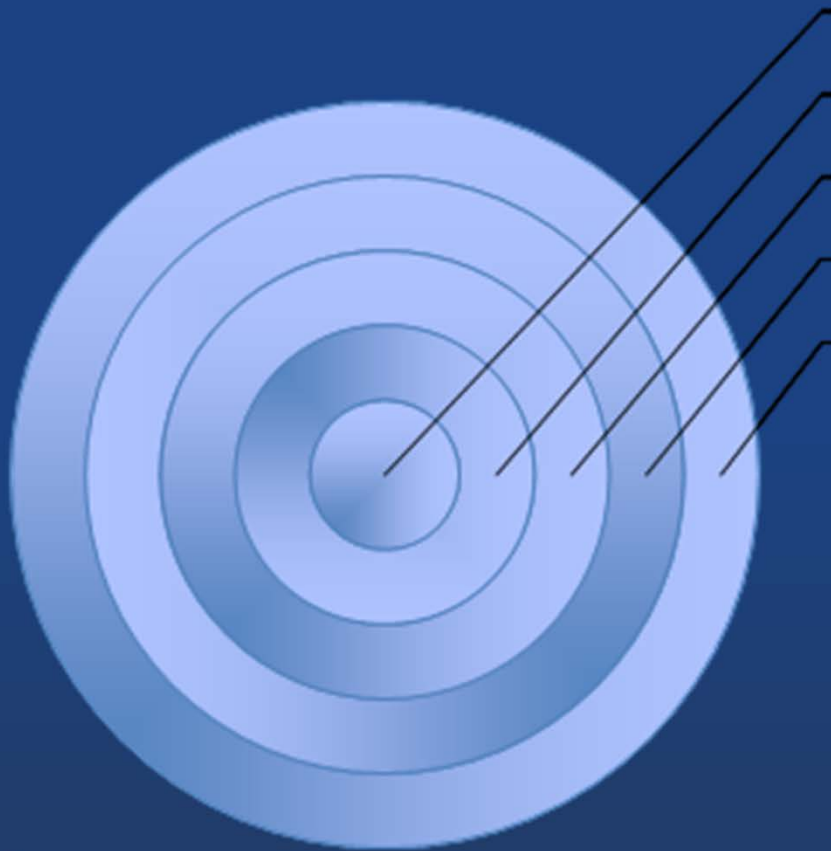
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CITY OF
CARLSBAD Fire Department

- Mitigation/Prevention
- Preparation
- Response
- Recovery

Layered Preparedness



City of Carlsbad

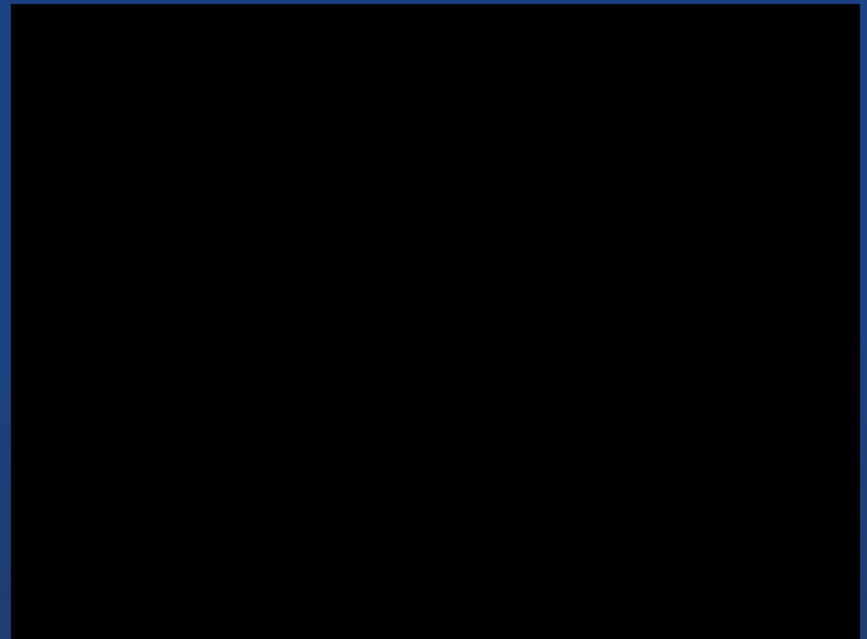
- City of Carlsbad staff preparedness
- **Community preparedness**
- Mutual aid
- State and federal support

City Staff Preparedness

- Training
- Planning and plan development
- Exercises
- Mutual aid coordination and networking
- Grants

Emergency Operations Center

- Information management
- Resource management
- Supporting first responders, continuity of city government and public safety



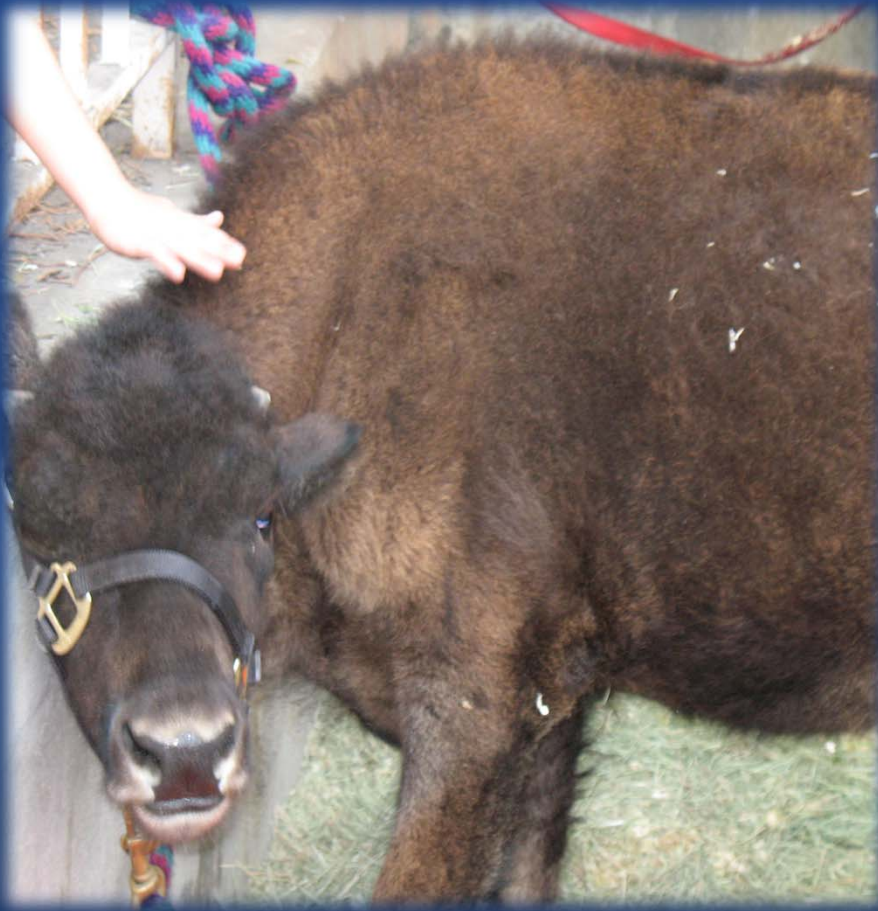
2007 Firestorm

EOC-Coordinated Shelter Operations



2007 Firestorm

...but plan for unexpected guests!



Local Assistance Center

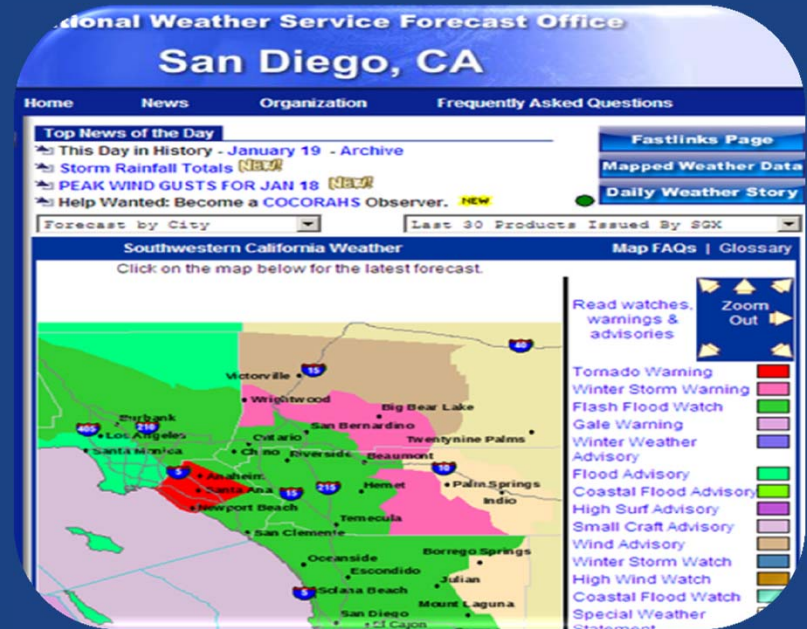


Community Recovery Support



Recent Incidents

- Red Flag/Wind Events
- McClellan-Palomar Airport alerts (and accidents)
- Severe winter weather (yearly)
 - Tornado alert
 - Flooding
 - Damage



Recent Incidents

- “Easter” earthquake (4/2010)
- H1N1 Pandemic (6/09-2/10)
- Suspicious package (multiple)
- Kelly Elementary School shooting (10/10)
- Private-sector sewage spill (10/10)



Recent Incidents

- Heat and cool zones (yearly)
- Regional power outage (9/2011)
- SONGS alerts (11/2011-2/2012)
- Earthquake swarm (9/2012)
- Sewage spill (10/2012)
- County incident monitoring and support



Virtual EOC Activation 4 -6 Oct 2013

National Weather Service Forecast Office
San Diego, CA

Home News Organization FAQ + Share | f t v e m Search

Get Local Forecast for:
Enter location ... go
Search Help
f t v
XML RSS Feeds

Current Hazards
Watches / Warnings
Outlooks
NOAA Watch
Submit Report
Current Conditions
Observations
Radar
Satellite
Precipitation
Mapped Weather
Other Hazards
Forecasts
Forecast Discussion
Local Area
Activity Planner
Aviation Weather
Fire Weather
Marine Weather
Severe Weather
Hurricane Center
User Defined Area
Fastlinks
Hydrology
Rivers and Lakes
Forecasts / Obs
Climate
Local
National
Drought
More...
Climate portal
Weather Safety
Preparedness
Weather Radio
SkyWarn™
StormReady

Due to the Federal Government shutdown, NOAA.gov and most associated web sites are unavailable. However, because the information this site provides is necessary to protect life and property, it will be updated and maintained during the Federal Government shutdown.

Strong Santa Ana Wind Today to Sunday Morning

Top News of the Day
RED FLAG Warning Information **NEW**
This Day in History - October 4 **UPDATED**

Last 30 Products Issues Forecast by City

Very dry conditions, with widespread relative humidity ..more...

Watches & Warnings Observations Forecast Graphics Rivers & Lakes Climate Fire Weather Detailed Hazards Fastlinks

Southwestern California Weather Map FAQs | Glossary
Click on the map below for the latest forecast.



Read watches, warnings & advisories
Zoom Out

High Wind Warning
Gale Warning
Red Flag Warning
Small Craft Advisory
Wind Advisory
Marine Weather Statement
Air Quality Alert
Hazardous Weather Outlook







-----This information is not for public disclosure and is intended for authorized WebEOC users only-----	
<p>Camp Pendleton Fire</p> <p>ID <u>4044</u></p> <p>Priority: Low</p> <p>Date: 10/06/2013 10:27:55</p> <p>User: Tom Amabile -OES Staff Duty Officer</p> <p>Source: Cal OES Daily Situation Report</p>	<p>Per CAL FIRE, Cal OES Duty Officers and ICS-209 as of 10/06/13 at 0630 hours:</p> <p>Fire Information</p> <ul style="list-style-type: none"> * 1,200 acres, 15 % contained * Expected containment: 10/07/2013 * A Type II Incident Management team reported at 0800 hours today. * VLAT (Very Large Air Tanker) assigned. <p>Total Personnel: 289</p> <p>State (ST)</p> <p>Hand Crew ST - 2</p> <p>Engine ST - 1</p> <p>Dozer SR - 2</p> <p>Overhead - 1</p> <p>Local (LGR)</p> <p>Engine ST - 2</p> <p>Water Tender SR - 2</p> <ul style="list-style-type: none"> * Threatened Structures: Seventy five (75) residences and one (1) commercial property (base housing and on base healthcare facility) one (1) outbuilding. * Damaged Structure: One (1) outbuilding <p>Evacuations/Shelters</p> <ul style="list-style-type: none"> * Evacuations for the DeLuz and O'Neill base housing. <p>Medical/Health</p> <p>Per the Region VI Regional Disaster Medical Health Specialist (RDMHS) via the Emergency Medical Services Authority (EMSA):</p> <ul style="list-style-type: none"> * On-base medical facility completely evacuated * 47 Basic Life Support (BLS) patients were reported; however, all but four (4) went against medical advice (AMA) - and the remaining patients were transported to Balboa Naval Hospital. Five (5) were sent to Tri-City: 2 - Active Labor, 2 ICU Chest Pains, and 1 Neck pain. * Transports were facilitated via the hospital, as the hospital organized its own transports with contracted ambulance services. No County EMS system impact. * No impact to local medical/health systems as a result of the incident. * Contingency plans for ongoing issues during the Federal staffing furloughs have been requested of area military hospitals. * The California Department of Public Health and Emergency Medical Services Authority continue to monitor the situation. <p>Emergency Management:</p> <ul style="list-style-type: none"> * There are no local emergency management issues at this time. * The military has not requested assistance from the Red Cross or any other outside resources for evacuation support. * San Diego County is monitoring at Duty Officer Status.
-----This information is not for public disclosure and is intended for authorized WebEOC users only-----	
<p>Camp Pendleton Fire</p> <p>ID <u>4042</u></p> <p>Priority: Low</p> <p>Date: 10/05/2013 20:44:43</p> <p>User: Tom Amabile -OES Staff Duty Officer</p> <p>Source: Naval Hospital Camp Pendleton/CalFIRE</p>	<p>As of 2030 tonight the Naval Hospital on Camp Pendleton ended its patient diversion and resumed normal operations.</p> <p>The fire is at 1000 acres burning in heavy fuel with a moderate rate of spread. There is no threat to the SRA for at least 12 hours. A Type 2 IMT has been ordered by the feds.</p> <p>CalFIRE Duty Chief will notify OES if anything unusual occurs overnight.</p>
-----This information is not for public disclosure and is intended for authorized WebEOC users only-----	
<p>Border Fire</p> <p>ID <u>4040</u></p> <p>Priority: Low</p> <p>Date: 10/05/2013 19:06:57</p> <p>User: Tom Amabile -OES Staff Duty Officer</p> <p>Source: CalFIRE</p>	<p>The Border Fire was reported just before 1730 today. Cross Streets were Alta Rd and Kuebler ranch Rd. It was a small grass fire. It is 100% contained at 3 acres. The cause was arson. Per CalFIRE dispatch an individual, is in custody.</p>
-----This information is not for public disclosure and is intended for authorized WebEOC users only-----	
<p>Camp Pendleton</p> <p>ID <u>4037</u></p> <p>Priority: Low</p> <p>Date: 10/05/2013 16:53:29</p> <p>User: David Harrison -CBD EOC Coordinator</p> <p>Source: Fire Station</p>	<p>Late Entry. Approx. 2 pm. Dispatched 2 Type 1 engines and B/C vehicle to scene.</p>

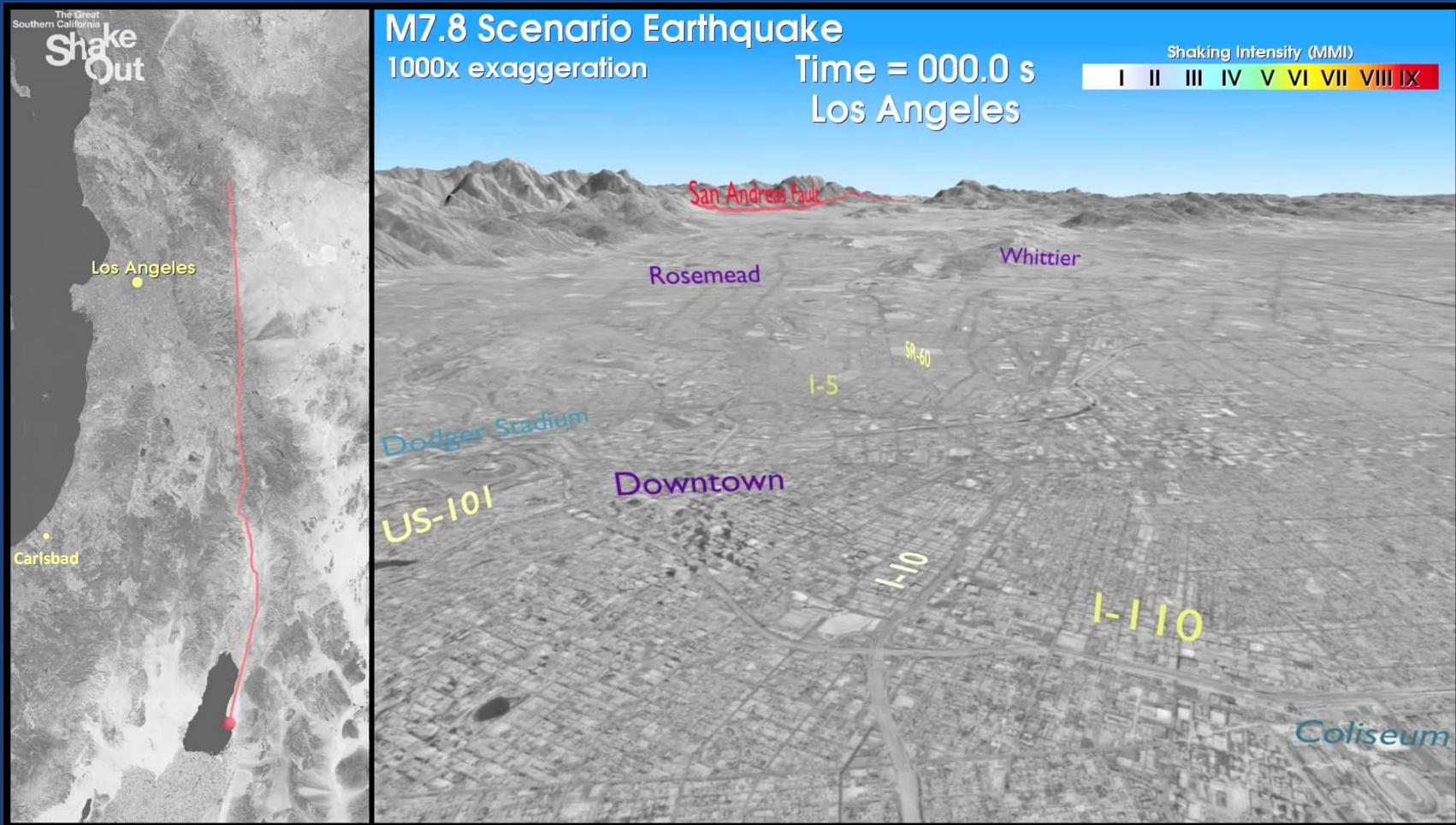
Training for “The Big One”

Peak Acceleration, Shaking and Damage

PERCEIVED SHAKING	Not felt	Weak	Light	Moderate	Strong	Very strong	Severe	Violent	Extreme
POTENTIAL DAMAGE	none	none	none	Very light	Light	Moderate	Moderate/Heavy	Heavy	Very Heavy
PEAK AOC.(%g)	<.17	.17-1.4	1.4-3.9	3.9-9.2	9.2-18	18-34	34-65	65-124	>124
PEAK VEL.(cm/s)	<0.1	0.1-1.1	1.1-3.4	3.4-8.1	8.1-16	16-31	31-60	60-116	>116
INSTRUMENTAL INTENSITY	I	II-III	IV	V	VI	VII	VIII	IX	X+



Los Angeles & Carlsbad Areas



Layered Preparedness

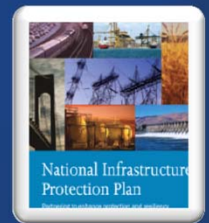
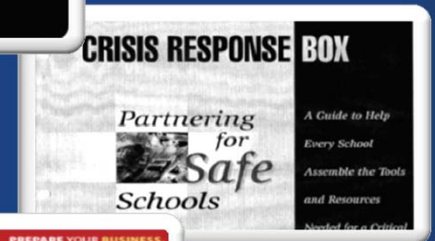


City of Carlsbad

- City of Carlsbad Staff Preparedness
- **Community Preparedness**
- Mutual Aid
- State and Federal Support

Community Preparedness

- Residents:
 - Community response organizations
 - CERT
 - HOA teams
- Schools:
 - Safe school partnerships
 - CUSD, LCCS, SRO's
- Faith-based organizations



Community Preparedness

– Business:

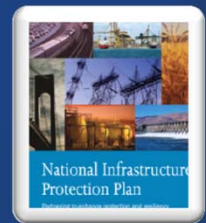
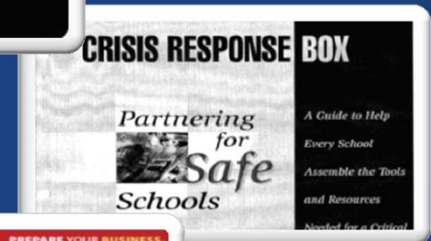
- Ready Carlsbad Business Alliance

– Health Care and Aging:

- Scripps Memorial Encinitas Emergency Management Group
- Tri-City Medical Center BERI
- RCFE TF

– Non Profit and Service Organizations

- Carlsbad High-Noon Rotary





Ready Carlsbad

BUSINESS ALLIANCE



Assist Your Community

Connect Resources to help the community respond to or recover from a disaster.

- Employees as volunteers
- Storage for goods collected
- Essential supplies such as food, water, fuel, hygiene products, tools and building
- Empty conference rooms or offices can shelter families on a short-term basis
- Outdoor spaces can be used for pet shelter on a short-term basis
- Flashlights, first aid kits, phone chargers, batteries and radios

Want to help but don't know how?

Call the Carlsbad Chamber at 760-931-8400 and we will make it your business to discuss possible options.

What Can Ready Carlsbad Do For You?

We can assist your company through Business Emergency Safety Training Certification.

BEST Certification:

- Develop a program to get your employees prepared
- Develop a program to get your business prepared
- Get your business listed in the Business Recovery Resource Guide
- Allow your business to be considered as a resource for Carlsbad businesses and residents in the recovery phase of a disaster
- Allow your business to participate in training sessions at reduced rates or no cost
- Provides a resource guide for how to get FEMA support, state support, and SBA support in the event that your business is affected by a disaster

Get more information about BEST Certification at www.readycarlsbad.com



PREPARE YOUR BUSINESS. PREPARE YOUR EMPLOYEES. ASSIST YOUR COMMUNITY.



Ready Carlsbad
BUSINESS ALLIANCE

Ready Carlsbad is a Task Force of the Carlsbad Chapter of the National



Ready Carlsbad Business Alliance

- Relationship with Carlsbad Chamber of Commerce and City of Carlsbad
- 501 c (3)
- Recovery MOU's
- Communications
- Community preparedness vision

Business Community Preparedness Communications

ReadySanDiego - Partner Connection

Connecting Private Partners with Emergency Networks


[Main](#) [Groups](#) [Members](#) [My Page](#) [Invite](#) [Resource Sharing](#) [SDCountyEmergency.com](#) [Contact OES](#)

[All Groups](#) [My Groups](#)

Featured Groups



Association of Contingency Planners (ACP)
12 members



Sorrento Valley Consortium
10 members



Meta-Leadership
18 members



Farmworkers CARE Coalition
17 members




Business Alliance
41 members

[View All](#)


All Groups (26)



Sort by: Latest



Ready Carlsbad BA
1 member
Latest Activity: 5 hours ago
Ready Carlsbad Business Alliance is a relationship between the Carlsbad Chamber of Commerce and the City of Carlsbad to promote business emergency...



Association of Contingency Planners (ACP)
12 members
Latest Activity: Sep 1, 2011
The Association of Contingency Planners (ACP) is a non-profit trade association dedicated to fostering continued professional growth and...



Sorrento Valley Consortium
10 members
Latest Activity: Jun 14, 2011
The Sorrento Valley Consortium is a group of area companies whose Emergency Management and Environmental Health and Safety leaders come together...



Meta-Leadership
18 members
Latest Activity: Sep 23, 2011
The Meta-Leadership Summit for Preparedness is a unique national initiative to better prepare business, government and...



CITY OF
CARLSBAD

Imagine....



The “Second Disaster”



OF
SBAD

Register Cell Phone for Alerts

www.readysandiego.org

[Home](#) > [AlertSanDiego](#)

Regístrate ahora para recibir notificaciones de AlertaSanDiego!

AlertSanDiego

[Register Now](#)



AlertSanDiego

Get signed up. Get notified.



About AlertSanDiego

Stay Connected:

[RSS](#) [Twitter](#) [Facebook](#) [YouTube](#)

 **AlertSanDiego**

AlertSanDiego is for registering your cell phone number, VoIP phone number, and email address only. Listed and unlisted landline phone numbers are already included in the database and do not need to be registered.

The County of San Diego, in partnership with Blackboard Connect Inc., has instituted a regional notification system that will be able to send telephone notifications to residents and businesses within San Diego County impacted by, or in danger of being impacted by, an emergency or disaster. This system, called AlertSanDiego, will be used by emergency response personnel to notify those homes and businesses at risk with information on the event and/or actions (such as evacuation) we are asking them to take. The system utilizes the region's 9-1-1 database, provided by the local telephone company(ies), and thus is able to contact landline telephones whether listed or unlisted. It is TTY/TDD capable.

Because the system uses the 9-1-1 database, only landline numbers are in the system. If you have a Voice over IP (VoIP) or cellular telephone and would like to be notified over that device, or if you would like an email notification, you must register those telephone numbers and/or email address for use by the system.



ACCESSIBLE AlertSanDiego

Get signed up. Get notified.

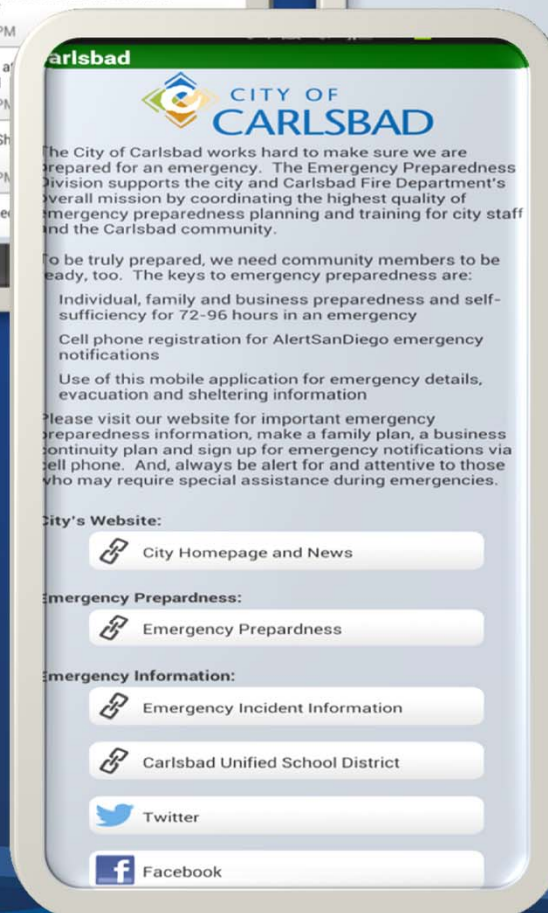
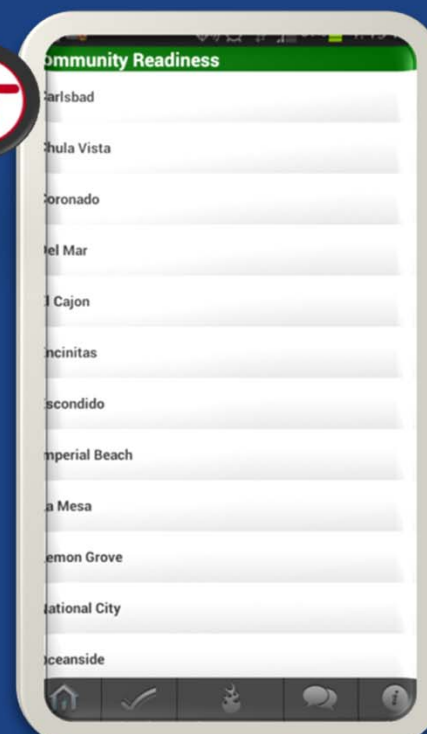
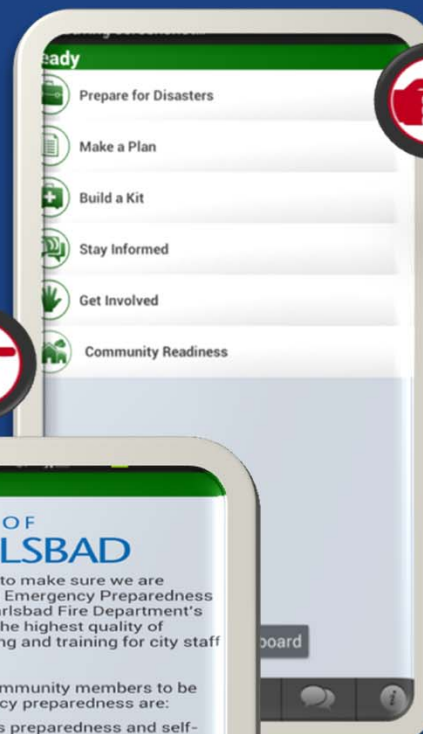
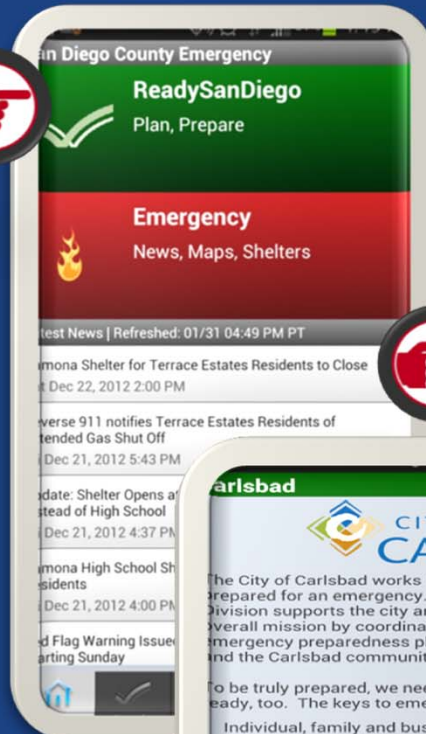


About Accessible AlertSanDiego

AlertSanDiego is now available in accessible formats. Accessible AlertSanDiego provides emergency management the **capability of alerting and informing residents of San Diego County who are deaf, blind, hard of hearing, and deaf/blind** before, during, and after a disaster.

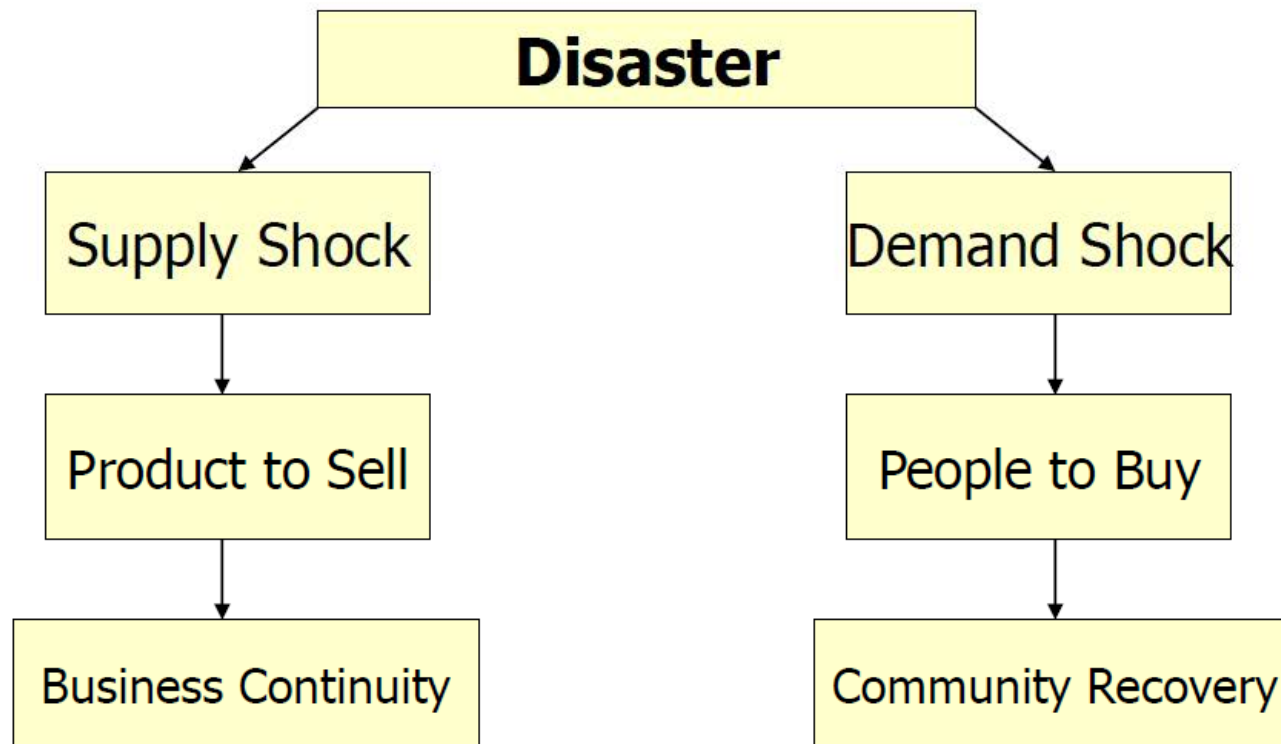
Accessible AlertSanDiego sends accessible alerts and information to internet and video capable devices, such as computers, cell phones, smart phones, tablet computers, and wireless Braille readers. These alerts are offered in American Sign Language (ASL) with English voice and text.

[Check the Accessible AlertSanDiego box during registration to receive AlertSanDiego notifications in accessible formats.](#)





Why Businesses Get Involved






Engagement, Impressions and Expectations

- 87% of citizens expect companies to play a role in disaster response/recovery
- 69% believe companies - more so than government - are better able to effectively respond to disasters
- 89% think companies should not only give money, but also leverage their unique assets for greatest impact
- 87% believe companies should play a role in long-term rebuilding
- 91% of consumers have a more favorable impression of a company after learning of its support of disaster recovery
- Source: Cone Communications

A REPUTATIONAL IMPERATIVE



Disaster relief provides a significant opportunity for brand building – all brands should think about how they can participate, some can even make it a core aspect of CSR.

And, again consider....

- More than 1 in 4 businesses will experience a significant crisis in a given year.
- Of those businesses that experience a disaster and have no emergency plan, 43 % never reopen.
- Of those that do reopen, only 20% are still operating 2 years later.

• Ref: Small Business Association

Contact

David Harrison

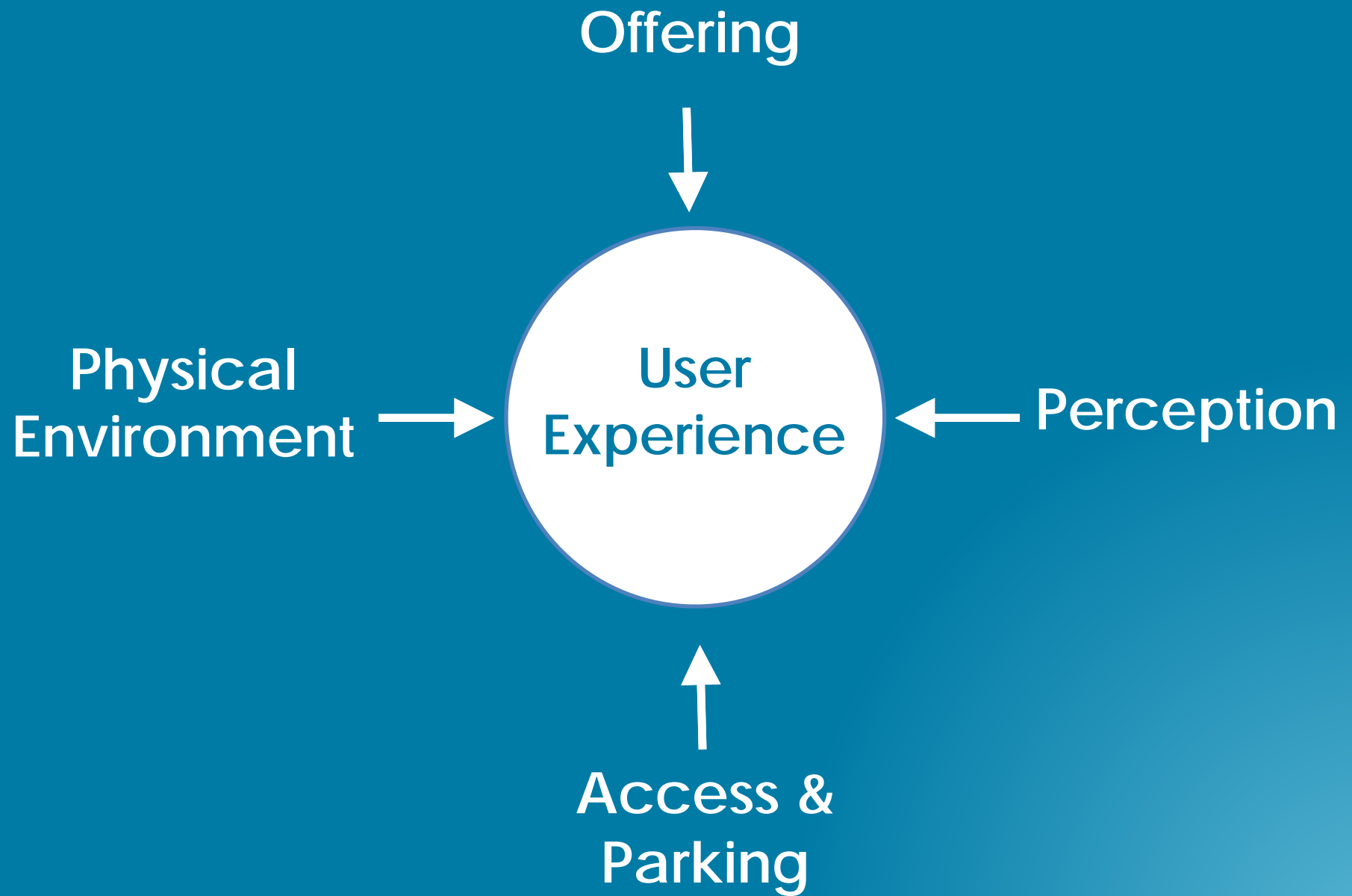
- City of Carlsbad Emergency Preparedness Manager
- www.carlsbadca.gov/emergency
- 760-931-2137
- David.Harrison@carlsbadca.gov



IMPROVE. REFINE. REALIZE.
CARLSBAD VILLAGE



Improving the User Experience

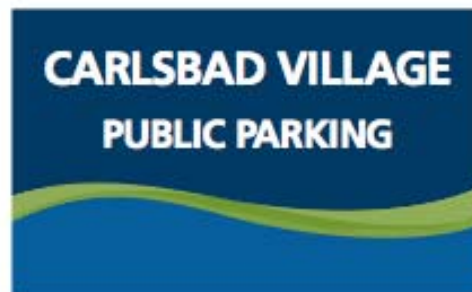


Access and Parking









Additional color options
on page 2

1.



2.



3.



4. original shape



5. matches large sign



6. matches brand wave

Dark blue posts

Physical Environment









Offering

Attracting New Investment



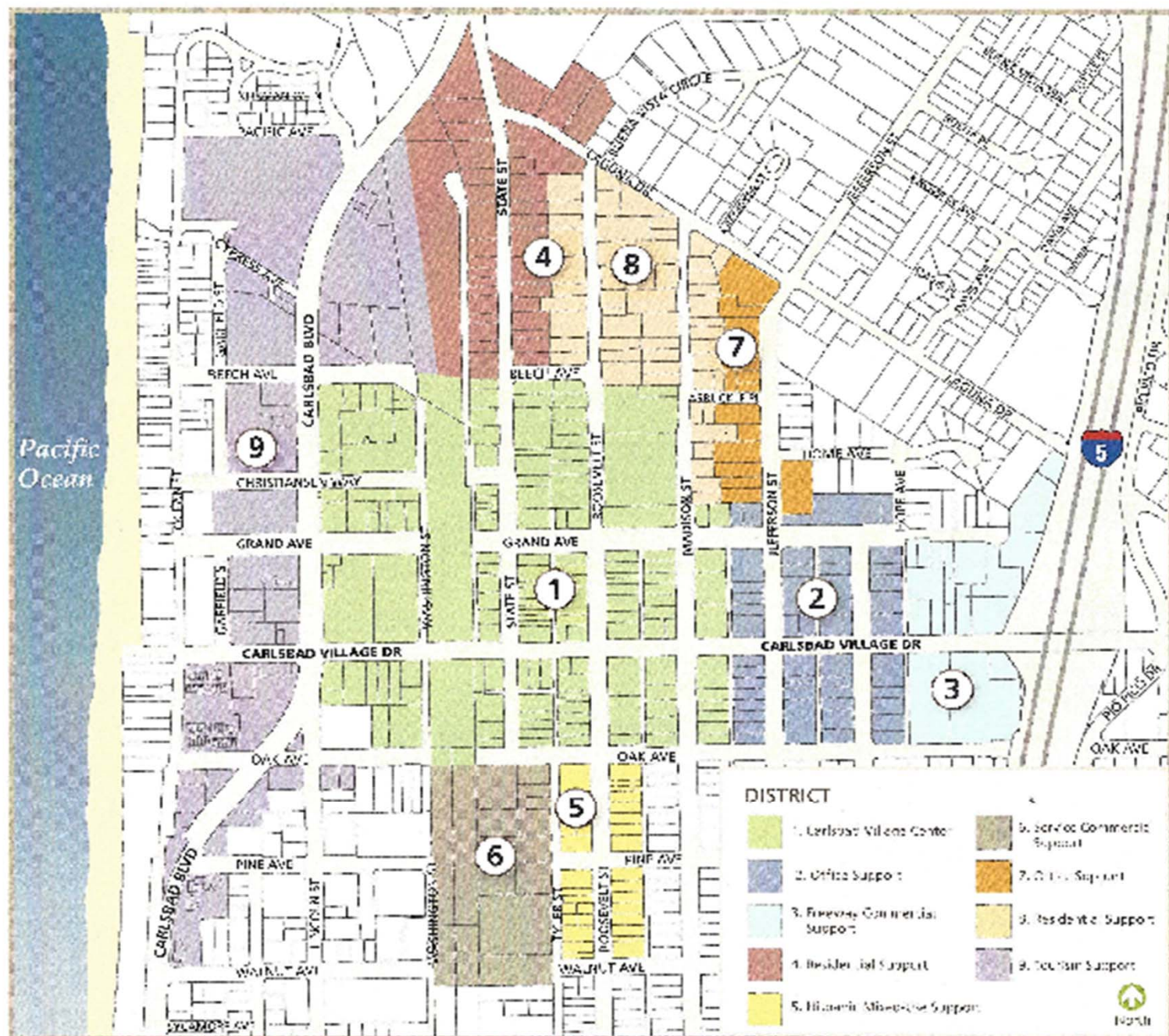


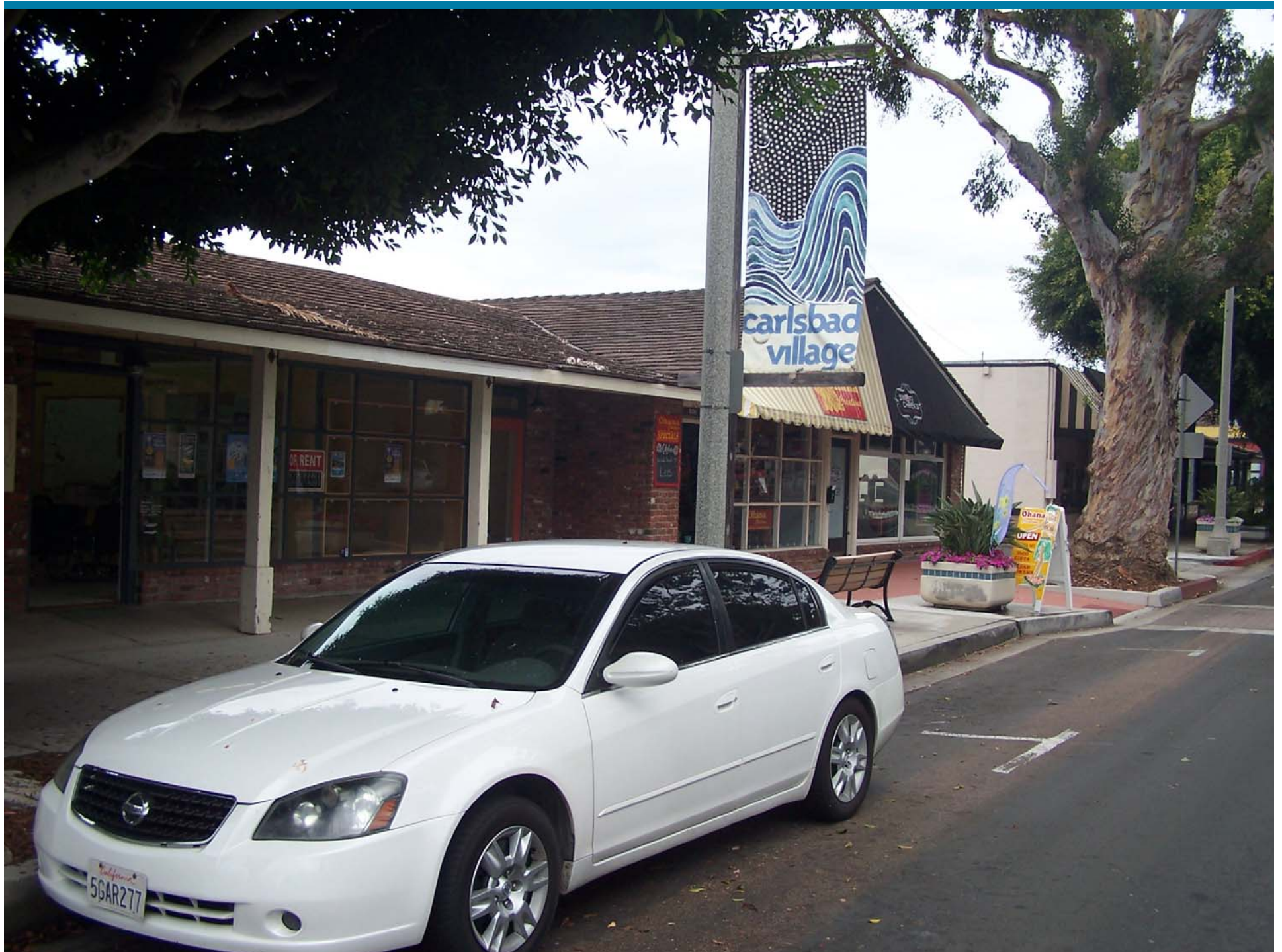


Village Development Standards and Permitted Land Uses

Details on the back

For more information on development standards and land uses in the Village, please visit the Planning Division's website at www.carlsbad.ca.gov/services/departments/planning or contact Planning Division at 760-602-4610.







Perception







**Carlsbad Village
Business Association**

*501(c)6 Membership
Organization*

Events (farmers
market), Marketing

**Carlsbad Village
Development
Foundation**

501(c)3 Foundation

Development,
fundraising

Village PBID

Assessment District

Clean, Safe, &
Beautiful; Economic
Development; Business
Attraction

Mobility District

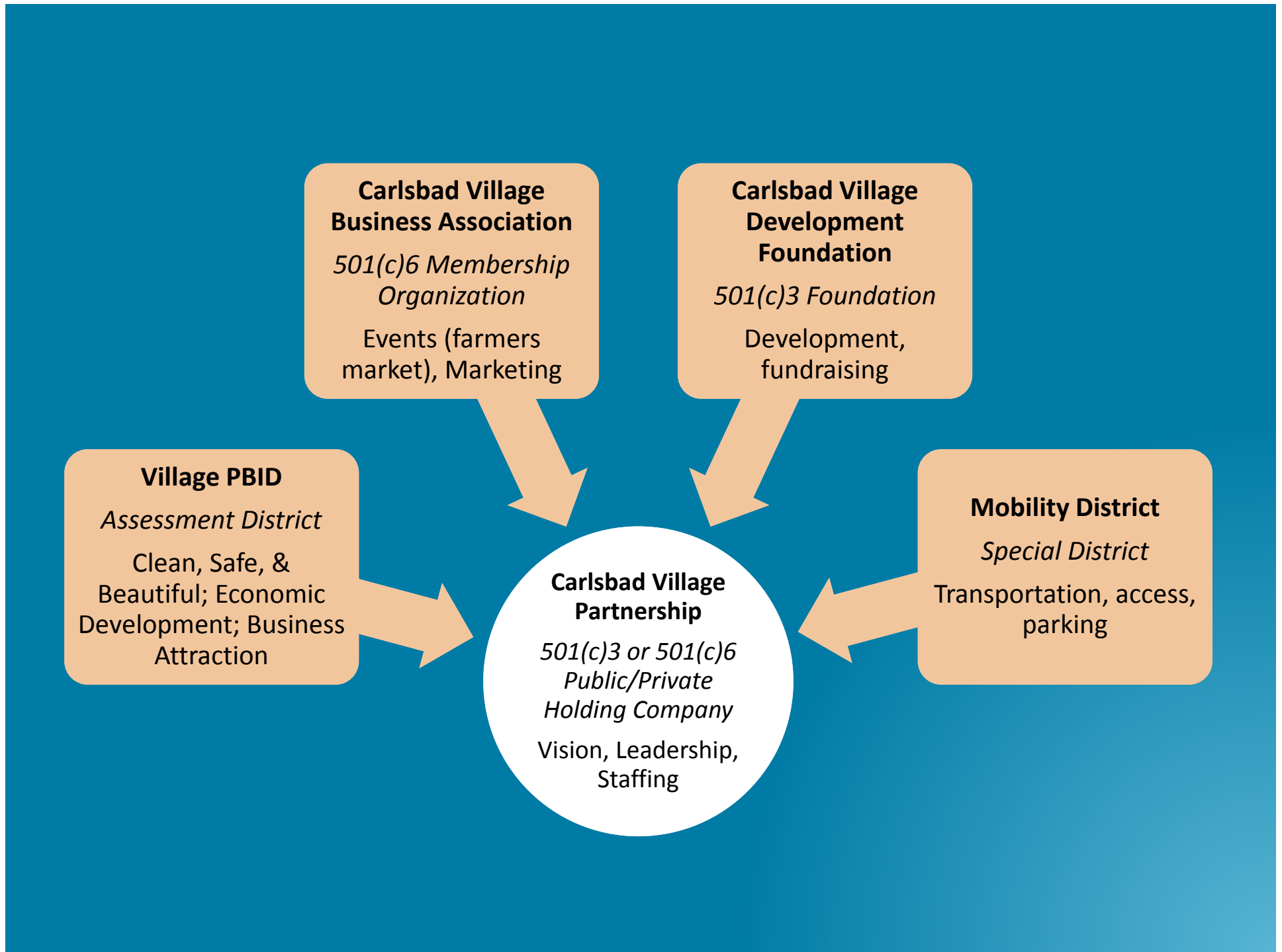
Special District

Transportation, access,
parking

**Carlsbad Village
Partnership**

*501(c)3 or 501(c)6
Public/Private
Holding Company*

Vision, Leadership,
Staffing



Thank You

www.carlsbad-village.com



IMPROVE. REFINE. REALIZE.
CARLSBAD VILLAGE

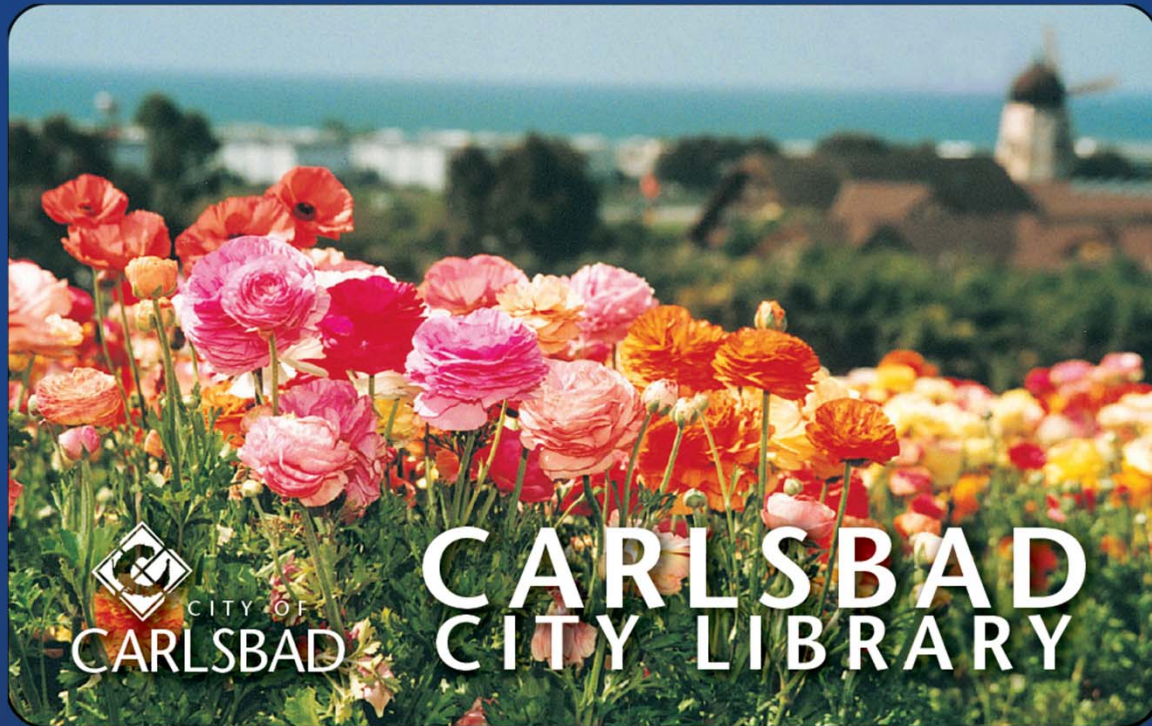
steve@urbanplaceconsulting.com
ashley@urbanplaceconsulting.com

Carlsbad City Library

Heather Pizzuto
&
Erin Zocco



eResearch



ReferenceUSA

- The Business Database contains listings for **24 million** companies
- The Residential Database contains directory listings for **267 million** households nationwide.



Subsidiaries / 951 Branches

PC Public Company PV Private Company SU Subsidiary of U.S. Parent SF Subsidiary of Foreign Parent B Branch

	Company Name	Industry	City/State	Employees	Sales Volume
PC	<input type="checkbox"/> Macy's Inc	Department Stores	Cincinnati, OH	171,000	\$26,405,000,000
B	<input type="checkbox"/> Macy's	Department Stores	Hoover, AL	300	\$48,600,000
SU	<input type="checkbox"/> Bloomingdale's Inc	Department Stores	New York, NY	3,000	
SU	<input type="checkbox"/> FDS Bank	Banks	Mason, OH		
SU	<input type="checkbox"/> Leadville Insurance	Insurance	Burlington, VT	4	
B	<input type="checkbox"/> Macy's	Department Stores	Casper, WY	50	\$8,100,000
B	<input type="checkbox"/> Macy's	Department Stores	Charleston, WV	250	\$40,500,000
B	<input type="checkbox"/> Macy's	Department Stores	Barboursville, WV	240	\$38,880,000

- Business profiles
- Management directories
- Demographics
- Expenditures
- Judgments/Bankruptcies
- Stock data
- UCC Filings
- Competitors reports
- Franchise /brand info
- Industry profile

Mapping

U.S. Businesses
12 Results

Revise Search New Search

All Results Results In Window Review Summary Print

Zoom to: 92008 Go

Map Legend: - Single Record - Multiple Records

Carlsbad, CA 92008

2) Cafe Elysa
3076 Carlsbad Blvd
Carlsbad, CA 92008

3) Coffee Bean & Tea Leaf
2508 El Camino Real # F
Carlsbad, CA 92008

4) It's A Grind Coffee House
2744 Carlsbad Blvd
Carlsbad, CA 92008

5) New World Cafe
2525 El Camino Real
Carlsbad, CA 92008

6) PJ's Cafe
5814 Van Allen Way
Carlsbad, CA 92008

1) Better Buzz Coffee
2525 El Camino Real # 101c
Carlsbad, CA 92008

1 of 4

POWERED BY Google

- Survey locations for expansion
- Locate competitors
- Network other businesses in your area

New Businesses

New Businesses Database

Quick Search Custom Search

Expand All Select All

- Company Name
- Executives
- Business Type
- Geography ☒
- Phone
- Ownership
- Time Frame ☒

City Search Tips Collapse Remove

Select a State
California

Filter Choices
|

Acampo, CA
Acton, CA
Adelanto, CA
Adin, CA
Agoura Hills, CA
Aguanga, CA
Ahwahnee, CA
Alameda, CA
Alamo, CA

Carlsbad, CA

[Clear Field\(s\)](#)

Date Ranges Search Tips Collapse Remove

Search Timeframe to find New Businesses by the time record was entered into our database.

Pre-defined Date Ranges

☒ Choose from the options below.

Last Month

Advanced Date Selection

☐ Choose the exact date range below

From 09/03/2012 To 10/03/2012

[Clear Field\(s\)](#)

VIEW RESULTS

UPDATE COUNT

RECORD COUNT
107

CLEAR SEARCH

[Back To Top](#)

U.S. Consumer / Lifestyle

Phone

Geography ☒

☐ State
☐ City
☐ Metro Area
☒ ZIP Code
☐ County
☐ Radius
☐ Street Address
☐ Neighborhood
☐ Map Based Search

Housing Selections

Lifestyles ☒

☒ Lifestyles
☐ Consumer Snapshot

Enter 3 or 5-digit ZIP codes in the boxes below.

92011				

[Paste ZIP codes](#)
[3-digit ZIP Code lookup](#)
[Clear Field\(s\)](#)

Lifestyles Search Tips Collapse Remove

Lifestyles are scored based on level of interest from 0 to 9 in our database. 0 meaning no interest; 9 meaning heavy interest. Selecting Lifestyles from the categories below will include individuals with a score of 6 and higher (6 to 9).

- ☐ Apparel / Fashion / Beauty
- ☐ Arts / History / Science
- ☐ Books / Magazines
- ☐ Charitable Donor
- ☐ Cooking / Wine
 - ☐ General Cooking
 - ☒ Gourmet Food & Wine
- ☐ Collectibles
- ☐ Hobbies / Crafts / Sewing
- ☐ Health / Diet / Fitness
- ☐ Home Improvement / Decor
- ☐ Motor Vehicles / Motor sports
- ☐ Outdoor Recreation
- ☐ Personal Finance / Self-Help
- ☐ Pets / Animals
- ☐ Photography
- ☐ Politics / Religion / News
- ☒ Purchase Behavior
- ☐ Sports
- ☐ Technology / Entertainment
- ☐ Travel

VIEW RESULTS

UPDATE COUNT

RECORD COUNT



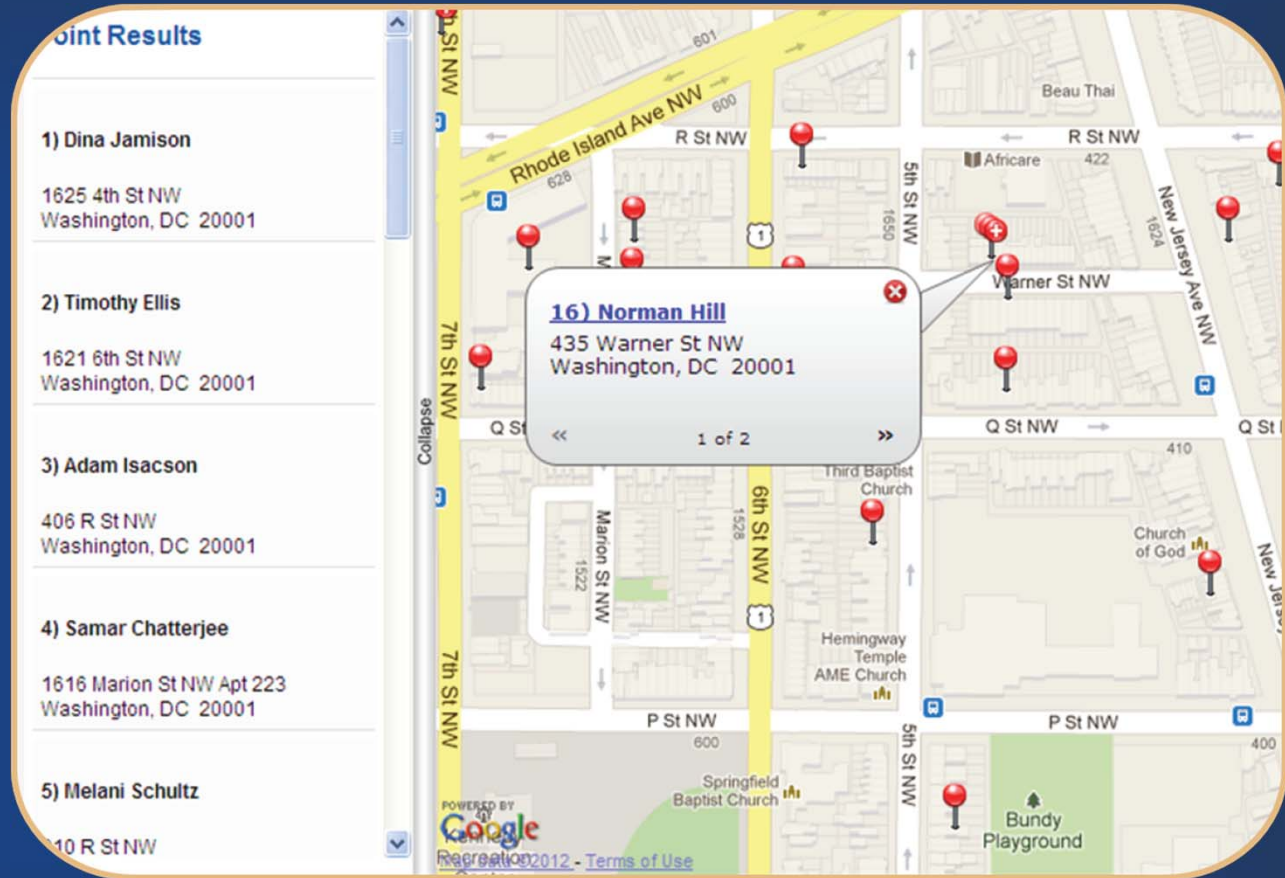
170
[more info](#)

CLEAR SEARCH

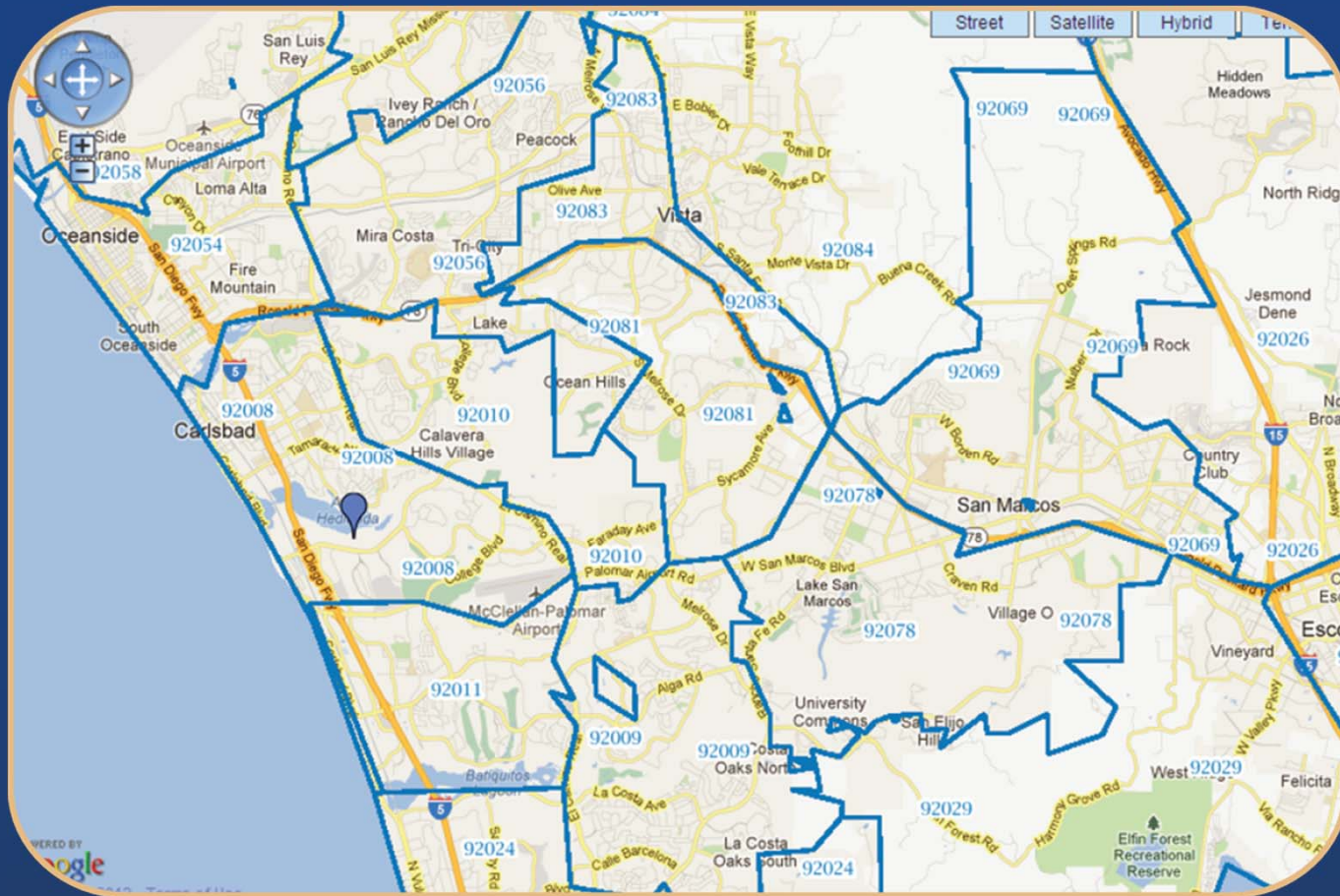
[Back To Top](#)

Market to
targeted groups

- Research prospective clients
- Community demographics
- Target for fundraising



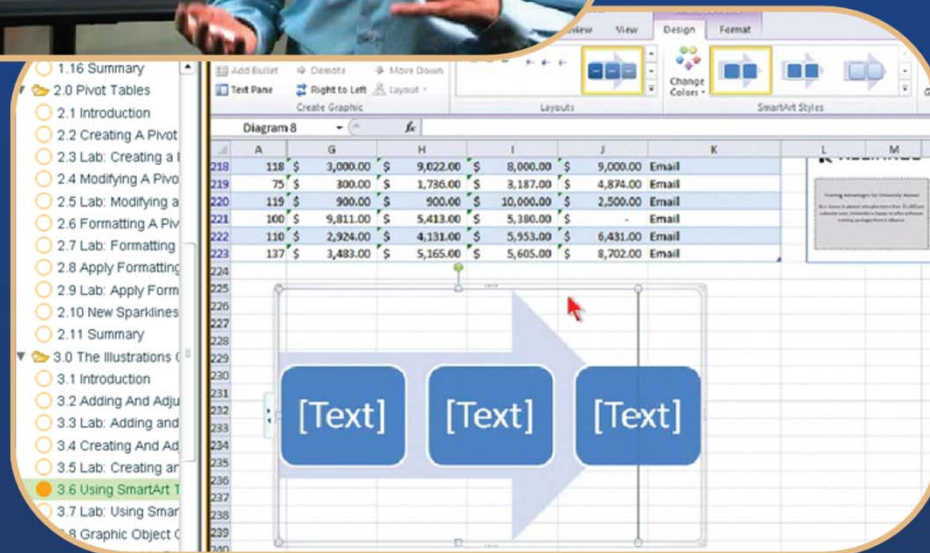
Mapping by Zip Codes



- PDF/Excel downloads
- Email records
- 250 records

	A	B	C	D	E	F	G	H	I	J	K	L
	Last Name	First Name	House Number	Street	Post	Apartment	City	State	Zip Code	Phone Number		
1	Johnson	Colette	40	Channing	St	NW	Washington	DC	20001	(202) 483-1280		
2	Williams	Ralph	1410	Columbia	St	NW	Washington	DC	20001	(202) 483-4807		
3	Thompson	Michael	1410	Columbia	St	NW	Washington	DC	20001	Not Available		
4	Ervin	Sean	610	Emmanuel	Ct	NW	202 Washington	DC	20001	Not Available		
5	Corley	Frederick	610	Emmanuel	Ct	NW	202 Washington	DC	20001	Not Available		
6	Bennett	Barbara	1028	Fairmont	St	NW	Washington	DC	20001	(202) 265-3910		
7	Meneses	Michelle	2212	Flagler	Pl	NW	Washington	DC	20001	Not Available		
8	Tyler	Paulistine	121	Pierce	St	NW	Washington	DC	20001	(202) 842-0506		
9	Little	Ikisha	59	L	St	NW	Washington	DC	20001	Not Available		
10	Bledsoe	Marthlu	905	M	St	NW	Washington	DC	20001	(202) 842-3366		
11	Davis	Kathleen	117	P	St	NW	Washington	DC	20001	Not Available		
12	Kalter	David	207	S	St	NW	Washington	DC	20001	(202) 797-0511		
13	Winston	Gerald	905	S	St	NW	Washington	DC	20001	Not Available		
14	Igiehon	Ifueko	2251	Sherman	Ave	NW	Washington	DC	20001	Not Available		
15	Thompson	Jonice	2251	Sherman	Ave	NW	Washington	DC	20001	Not Available		
16	Yearwood	Safiya	2251	Sherman	Ave	NW	Washington	DC	20001	Not Available		
17	Blackwood	Monique	2251	Sherman	Ave	NW	Washington	DC	20001	Not Available		
18	Wiley	Lois	517	T	St	NW	Washington	DC	20001	(202) 483-0448		
19	Seaver	Geoffery	930	T	St	NW	Washington	DC	20001	(202) 232-4278		
20	Holland	Roberta	939	Westminster	St	NW	Washington	DC	20001	Not Available		
21	Brown	John	1502	1st	St	NW	Washington	DC	20001	Not Available		
22	Johnson	Sharon	1826	4th	St	NW	Washington	DC	20001	(202) 234-9813		
23	Bay	Thomas	1411	6th	St	NW	Washington	DC	20001	(202) 667-6027		
24	Randolph	Valerie	1540	6th	St	NW	Washington	DC	20001	(202) 265-9298		
25	Winters	Kenneth	1535	9th	St	NW	A Washington	DC	20001	(202) 518-0000		

Learning Express Library



- MS Office
- Adobe Software
- Windows and Mac Operating Systems

eTests – eBooks *eExercises - eCourses*



- Licensing prep
- Business writing
- Career development
- Writing and Math skills
- Computer skills

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Print Resources

Newspapers

- Baron's
- Wall Street Journal
- Financial Times
- Investor's Business Daily
- Daily Transcript

Investments

- Pratt's Guide to Private Equity
- The Outlook
- No-load fund Investor
- Pratts Guide to Private Equity & Venture Capital Sources
- RMA Annual Studies & Key Financial Ratios

Directories

- Book of Lists
- Headquarters USA
- Standard Industrial Classification Manual

- Nolo legal guides

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